

### Packaging and Shipping Workshop

Congratulations! Forty-five sentinel sites out of sixty have attended a packaging and shipping workshop sponsored by the state lab.

We thank Rob Smith of Cargo Pak for conducting our workshop in Frankfort and giving us a wealth of information on the regulations.

Some reminders:

#### DIAGNOSTIC SPECIMENS

- !. Biohazard label is not necessary on the primary container.
- 2. Primary containers must be wrapped individually, so contact between them is prevented.

#### INFECTIOUS SUBSTANCES

- 1. Cultures must be sent as infectious substances.
- 2. Cannot be shipped by UPS.

Be safe for both diagnostic and infectious substances... It is the shippers responsibility to know the correct way to package and ship!!!! December 2003



Please remember to completely fill out the submission form. It is very important to have **Onset Date** and **Collection Date** stated on the form

With the volume of samples being submitted for flu testing, we are experiencing a shortage of flu boxes. The flu kit is to be used for flu samples **ONLY**.

#### 3333333333333333333333333333333



We have all heard "laughter is the best medicine". Take a minute to have a giggle during this busy time of the year!

Why is it so cold on Christmas?



What is claustrophobia?

Why did the Gingerbread go to the doctor?

What did Jack Frost say to Frosty the Snowman?

# Happy Holidays from all of us at the State Public Health Lab!!!!



Comments or suggestions for future communications, email leighann.bates@mail.state.ky.us

Because it's in Decembertitti, Fear of Santa, He was feeling crummy., Have an ice day!

## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to con

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Caption describing picture or graphic.

when you're finished writing your newsletter, convert it to a Web site and post it.

# Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message



Caption describing picture or graphic.

you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are

also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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#### Influenza

100 Sower Blvd. Suite 204 Frankfort, KY 40601

Phone: 502-564-4446 Fax: 502-564-7019 Email: xyz@microsoft.com

Your business tag line here.



**A**Organization

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

# Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

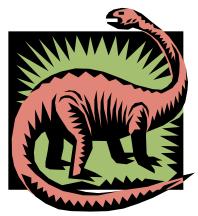
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all

employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this graph space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a bi-

annual charity auction.



Caption describing picture or graphic.

If space is available, this is a good place to insert a clip art image or some other graphic.